


PRIMARY LOGO



Blue dotted line indicates Clear Space Boundary. The blue area must be kept free of other elements. The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the letters "TIRE.")

Colors


Pantone 485 Red
 CMYK: C0 M100 Y100 K0
 RGB: R237 G28 B36
 Web: #ed1c24


Pantone Black
 CMYK: C0 M0 Y0 K100
 RGB: R0 G0 B0
 Web: #000000


White
 CMYK: C0 M0 Y0 K0
 RGB: R255 G255 B255
 Web: #ffffff

ALTERNATIVE LOGO VERSIONS

Secondary Logo Style (with website address)



The required space between logo and website address type is defined by the measurement 'X' (equal to the height of the uppercase letters), measured from the top of the lowercase letters.

Grayscale



Reverse



Reverse B&W



FONTS USED IN LOGO

Helvetica Black

1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Note: Font as it appears in "TIRE" may have been hand-typeset when logo originally was created. This is the closest modern approximation.

LOGO OUTLINE & REGISTRATION MARK

The updated AMERICA'S TIRE logo has a white outline that can't be seen on a white background. The ® registration mark is now at the upper right-hand corner of the "S" in "AMERICA'S."



The same standards apply to the DISCOUNT TIRE and DISCOUNT TIRE DIRECT logos. Contact Terry Merkel at terry.merkel@discounttire.com with logo questions.